



RACE: Strengthen Your Community by Building Partnerships

Participant Handout

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Library Services Analysis

All employees staffing a public service desk should complete this form

Date: _____

Using personal observation, in your opinion, patrons most frequently come to our library to:
(Prioritize with one being the highest priority)

Ask reference questions _____	Seek job resources _____
Use databases _____	Sleep _____
Read in the library _____	Get warm _____
Check out books _____	Use the word processors _____
Use the Internet _____	View the art work _____
Attend a program _____	Request Interlibrary loan _____
Make copies _____	Place a book on hold _____
Seek legal advice _____	Check out A/V items _____
Other _____	

On a weekly basis our patrons need assistance with the following (check all that apply):

- ☐Abuse
 ☐Addictions
 ☐Clothing
 ☐Companionship
 ☐Computers & Technology
 ☐Education
☐Finances
 ☐Food
 ☐Health/Medical
 ☐Homelessness
 ☐Immigration
 ☐Jobs
 ☐Literacy
☐Mental Health
 ☐Pets
 ☐Relocation
 ☐Runaways
 ☐Senior Citizen Issues
 ☐Shelter
 ☐Shower
☐Taxes
 ☐Teen Issues
 ☐Transportation
 ☐Tribal Issues
 ☐Unemployment
 ☐Veterans Issues
☐Other _____

What services do we provide better than other agencies? _____

What services do we provide that other agencies provide better?

Service	Recommended Provider
1. _____	_____
2. _____	_____
3. _____	_____

Library Services Analysis and Community Social Services Analysis Agency Profile adopted from resources provided by Kitty Yancheff, Librarian, Humboldt County Library, Eureka, California

Library Information Sheet

Referring to the Library Services Analysis, create a library information sheet to use when working with potential community partners.

Library Mission:

Services the library offers:

Services the library plans to offer:

We recommend: “The Impact of an Ice Cream Sundae” by Kathy Jacobs, Yankton Community Library, webinar archive and supporting material

http://www.webjunction.org/events/webjunction/The_Impact_of_an_Ice_Cream_Sundae.html

Excerpts from *Planning for Success Cookbook* section on Communication and Partnerships.

http://www.webjunction.org/documents/webjunction/Planning_for_Success_Cookbook_Overview_and_Toolkit.html

Ways to Collaborate

This list can be adapted and used as talking points when you reach out to potential partners.

- ☐ Avoid unnecessary duplication of effort or activity and conserve resources, expand services and programs; share training or meeting spaces, technology skills and costs.
- ☐ Make library services more visible and valued; ask collaborators to partner in marketing and promotions.
- ☐ Increase staff job satisfaction and a better understanding of roles in a broader perspective.
- ☐ Foster cooperation among multiple community partners; act as facilitator for regular meet-ups with other agencies.
- ☐ Online sharing through blogs or discussion groups that disseminate local expertise and information.
- ☐ Foster political alliances.
- ☐ Work with local and state agencies to provide business development workshops and research.
- ☐ Leverage library's recognized brand and reputation: The library's enduring standards of inclusiveness and accessibility are valued by other partners. Businesses and organizations want to support specific causes and be public with their support to give their companies identifiable personalities, showing that they support the community and the people in it. Libraries can help them connect to customers, investors, employees and the community.
- ☐ Guide to Partnership Resources: <http://www.webjunction.org/explore-topics/partnerships/documents.html>

Steps to Collaboration

- ☐ Start the conversation.
- ☐ Conduct a Community Leader Interview. Community interviews are a very effective technique for learning about the needs of your community and for developing relationships with other service providers. The technique is personal and informative and begins the process of building trust that is essential for successful collaboration. A useful guide was created as part of the Spanish Language Outreach Program: <http://www.webjunction.org/explore-topics/slo.html>
- ☐ Assess the potential for collaboration using the Potential Partners Worksheet: http://www.webjunction.org/documents/webjunction/Potential_Partners_Worksheet.html
- ☐ Be ready to Tell the Library Story: http://www.webjunction.org/documents/webjunction/Marketing_Your_Library_to_Job_Seekers.html (Chapter 3 of the Marketing Toolkit for Library Outreach to Job Seekers)
- ☐ How to Choose, Secure, and Prepare Volunteers for a Resume Workshop Event at Your Library (includes phone call script and emails): http://www.webjunction.org/documents/webjunction/Holding_a_Resume_Workshop_Event_at_your_Library.html
- ☐ Look locally for partners that will help make an impact. Collaborative efforts should center on finding an answer, making a difference or taking charge of a community issue.
- ☐ Focus on the cause and the people — whether it concerns literacy, economy, unemployment, etc. Be careful to not get caught up in focusing on how the individual organizations could benefit, but on what you can accomplish together to serve your community members.
- ☐ Specify shared goals and rewards that your partnerships will foster.
- ☐ Use open communication; share timetables and have periodic meetings to share information with your partners.
- ☐ Clearly define roles and responsibilities in any collaboration.
- ☐ Ensure the ability to make necessary decisions for situations that arise.

Potential Partners for Collaboration

Identify those opportunities for new or renewed partnerships.

- ☐ Businesses/ Chambers of Commerce/Visitor's Bureaus (major employers, minority business owners, small business owners, human resource officers; city, county and ethnic chambers)
- ☐ Community Services Organizations/Associations/Clubs (AARP, AAUW, American Red Cross, Kiwanis, Lions, Literacy Organizations, Rotary, Soroptimists, United Way, VITA)
- ☐ Economic Development Organizations (economic development councils, real estate brokers, homebuyers agency, renters association, Service Corps Of Retired Executives (SCORE))
- ☐ Educational Organizations (community colleges, multilingual programs, PTA/PTO, school board, other libraries, private schools, home school organizations, higher education institutions/organizations, state/county extension office)
- ☐ Ethnic Organizations (Asian Resources Center, Hispanic centers, Inter-tribal Council, Urban League)
- ☐ Family Services Organizations (Social Services Department, Family Service Agency, Jewish Family Service)
- ☐ Financial Representatives (banks, credit unions, financial planners, stockbrokers, consumer credit counseling services, certified public accountants, insurance agents)
- ☐ Government/Political Representatives (mayor, city council, county supervisors, city/county fiscal office, law enforcement eg. for understanding scams and ID theft, treasury department, department of commerce, social security administration)
- ☐ Health Organizations (American Cancer Society, American Heart Association, hospitals, public health nurses, early intervention programs, public health clinics)
- ☐ Job/Workforce Service Agencies (OneStop, Department of Labor, Workforce center)
- ☐ Legal Organizations (ACLU, bar association, legal aid, NAACP Legal Defense Fund, fair housing)
- ☐ Media Representatives (newspaper, radio, TV, ethnic media, local magazines and newsletters)
- ☐ Miscellaneous Organizations (arts and cultural groups, athletic groups, censorship groups, historic preservation groups, local neighborhood groups, men's groups, veterans' groups, women's groups)
- ☐ Organizations fighting discrimination (Anti-Defamation League, human rights groups, NAACP)
- ☐ Organizations of/for People with Disabilities (center on deafness, council of the blind, health and human services agencies, Easter Seals, Goodwill, independent living centers, United Cerebral Palsy)
- ☐ Organizations serving ex-offenders (Department of Corrections, Friends Outside)
- ☐ Organizations serving the homeless (food closet, homeless assistance program, Salvation Army)
- ☐ Refugee/Immigrant Centers/Services (Catholic Social Services, refugee rights association)
- ☐ Religious Organizations (church organizations, ministerial association)
- ☐ Senior Centers/Service Organizations (Area Agency on Aging, elder abuse/care agencies, RSVP)
- ☐ Technology Experts (computer clubs, consultants, community colleges, Internet providers, universities)
- ☐ Women's Centers/Service Organizations (battered women' shelters, YWCA, NOW)
- ☐ Youth Service Organizations (Big Brother/Sister, Boy Scouts, child abuse agencies, recreation programs, Girl Scouts, Jr. Achievement, Head Start, Even Start, child care associations, Association for the Education of Young Children, school age care and enrichment programs)

Community Partner Analysis Profile

Complete a separate page for each community agency and non-profit service provider

Date: _____

Agency Name: _____

Address: _____ Public Phone: _____

Contact Name: _____ Position: _____

Phone: _____ Email: _____

Open Days and Hours:

M _____ T _____ W _____ Th _____ F _____ S _____ Su _____

Computer Access

Public Computers Available: ☐Yes ☐No Free: ☐Yes ☐No Number: _____

Public Wifi Available: ☐Yes ☐No Free: ☐Yes ☐No

Printing Available: ☐Yes ☐No Free: ☐Yes ☐No

Fax Machine: ☐Yes ☐No Free: ☐Yes ☐No

Assistance provided for the following

☐Abuse ☐Addictions ☐Clothing ☐Companionship ☐Computers & Technology ☐Education

☐Financial ☐Food ☐Health/Medical ☐Homelessness ☐Immigration ☐Jobs ☐Literacy

☐Mental Health ☐Pets ☐Relocation ☐Runaways ☐Senior Citizens ☐Shelter ☐Shower

☐Taxes ☐Teen Issues ☐Transportation ☐Tribal Issues ☐Unemployment ☐Veterans Issues

☐Other _____

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Potential Partners Worksheet

Factors	Partner 1	Partner 2
1. Environment		
a. A history of cooperation in the community		
b. The group is seen as a legitimate leader		
c. A favorable political and social climate		
2. Membership Characteristics		
a. Mutual respect, understanding and trust		
b. Appropriate cross section of members		
c. Members recognize the benefit of the collaboration		
d. Members are able to compromise		
3. Process and Structure		
a. Members share a stake in both process and outcome		
b. Multiple layers of participation		
c. Flexibility		
d. Development of clear roles		
e. Adaptability		
f. Appropriate pace of development		
4. Communication		
a. Open and frequent communication		
b. Established informal relationships and links		
5. Purpose		
a. Concrete, attainable goals and objectives		
b. Shared vision		
c. Unique purpose		
6. Resources		
a. Sufficient funds, staff, materials and time		
b. Skilled leadership		

Collaboration: What Makes It Work, 2nd Edition, Amherst H. Wilder Foundation

Collaborative Planning Template

Topic:		
Objective:		
Personnel involved:		
Timeline:		
Budget:		
Place:		
Evaluation method:		
RESPONSIBILITIES:		
WHO DOES WHAT WHEN	Library staff	Community Partner
Publicity:		
Registration:		
Presentation:		
Follow-up:		
Other:		
Materials Checklist & Responsibilities		
	Library staff	Community Partner

Promoting Collaboration

List the potential partners you will contact when you get home:

- 1.
- 2.
- 3.

Promotion Tips:

Avoid jargon

Promote patron benefit

PLAN

How you will promote collaboration:

1. Ongoing:
2. Target promotion:
3. Develop sound bites or elevator speeches:

Remember: You don't have to share everything with everyone all at once!